

Lucy Zhang

Experience

Senior Director of Asia marketing (January 2008 –November 2008)

Director of Asia marketing (February 2007- December 2007)

New York Mercantile Exchange, New York

- Build strong relationships with Asian Exchanges by communicating business developments and planning, and sharing views of global investors. Meet with KRX,TFEX,HKEX,TOCOM, DCE,SFE,CFFE, and many other international exchanges.
- Enhance relationships with regulators by communicating domestic and international regulation changes to Monetary Authority of Singapore, China Securities Regulatory Commission, Ministry of Economy, Trade and Industry (METI).
- Visit brokers, traders, and potential new customers in the US, Japan, Hong Kong, Singapore and China in order to increase liquidity in the Asian time zone for products such as gold. Circulate call reports through Salesforce internally.
- Introduce new products, ClearPort clearing and Globex trading platform to member firms, institutional and individual clients and prospects, and money managers. Host visits to the exchange by dignitaries and customers from Asia. Facilitate communication between senior Exchange staff and board members and senior visiting officials.
- Host educational seminars in China with major Chinese brokerage firms, speaking on current commodity topics including delivery, clearing, trading, research and development of futures contracts. Establish strong relationships with Chinese government officials and People's Bank of China.
- Interviewed by leading Chinese print and broadcast media outlets on a variety of Sino-American commodity futures topics. Guest speaker at conferences organized by Peking University Financial Derivatives Institute and other leading commodity exchanges, such as the 5th Derivatives Market Forum in Shanghai.
- Judge for University of Maryland Smith School of Business Chinese Business Plan Competition in Beijing.

Associate Director /Marketer (October 2006 –February 2007)

UBS Investment Bank, Exchange Traded Derivatives, New York

UBS acquired ABN futures business

- Liaise between U.S. and Asia branch offices and Asian clients to improve sales and marketing effectiveness and efficiency.
- Assist Global Head of Marketing in developing detailed marketing and sales strategies.
- Provide support to implement marketing strategies that drive client revenues and conduct product analysis per client segment.
- Communicate with the Business Marketing Department to make annual global marketing communication plans and budgets
- Coordinate events and conferences among different regions: Americas, APAC; Direct marketing; Advertising.
- Participate in releasing and creating literature/brochures and launching web content.

Assistant Vice President/Marketing Specialist (July 2003 – September 2006)

ABN AMRO Global Futures, New York

Support all aspects of Sales development and marketing in Global Futures.

- As a member of China Strategy Committee, assist with ABN AMRO's new Joint Venture with China Galaxy Securities.
- Communicate closely with senior officials from China Galaxy Securities to promote mutual understanding and cooperation in training, marketing and research.
- Utilize my unique understanding of the Chinese business environment and cultural differences; Liaise with the 26 companies licensed by the China Securities Regulatory Commission (CSRC) to conduct external futures trading business.
- Assist Global Head of Marketing and Sales Development to plan and implement new initiatives and strategies, liaise with team globally.
- Coordinate with other departments to ensure all marketing activities are in line with established business focus.
- Compile and support management of Global Futures sales pipeline, which covers the global Futures clients and prospects.
- Organize Global Sales & Marketing thrice yearly meeting, clients training events, and updating the Global Sales and Marketing Calendar for dissemination.
- Support Sales Head in assisting cross selling opportunities, leads, and potential clients via CRM (Customer Relationship Management) data management for account development and enhance clients service satisfaction.
- Provide analytical and other diversified project support to the group, including various types of competitive marketing research.
- Participate in Futures Industry Association conferences, monthly global sales & marketing meetings and cross-selling conference calls.

Assistant Director (January 2000 – May 2000)

Beijing Everest E-commerce & Network Service Co., Beijing, China

- Primary responsibilities included developing procedures for e-commerce logistics of B2C in North and East China area for dispatch and returning.
- Coordination of activities of ordering, shipping, purchasing, receiving and inventory control departments.
- Responsible for training of new hires and payroll.

Coordinating Supervisor (January 1998 – December 1999)

Beijing INSTEC Public Consignment & Bonded Co., Beijing, China

- Manage daily operation of bonded warehouse for three major client companies, including Cisco, Motorola, and 3Com.
- Develop and support procedures for increasing the effectiveness and efficiency of logistics systems.
- Collect and analyze data reports for inventory control.

Senior Customer Service Coordinator (August 1996 – January 1998)

Denmark Grundfos Pumps China Co., Shanghai, China

- Responsible for all customer inquiries, order processing and fulfillment.
- Coordinate with worldwide logistics management.
- Follow up on accounts receivable.
- Develop training program for new employees.

Education

Stuart Graduate School of Business, Illinois Institute of Technology, Chicago, IL
Master of Science in Marketing Communications (November, 2002)

GPA: 3.79

NFA Series 3 and 7 License (current)

Professional certificate in International Business and Finance, NYU School of Continuing & Professional Studies (In process)

Business Skills

Fluent in Mandarin Chinese, Japanese at the beginning level.

Excellent interpersonal skills

Ability to use deep knowledge of eastern and western cultural practices to advantage in building and developing relationships

Ability to initiate new business prospects and develop relationships with executive level company leaders

Chinese Investors Association, Board of Trustees member